

THE ROYAL



COURAGE



CANON LEAGUE — DIVISION THREE
BOLTON WANDERERS

Kick-off 3.00pm

Saturday, October 6th, 1984



40p



READING FOOTBALL CLUB plc

CHAIRMAN: R. G. Smee

VICE-CHAIRMAN: J. H. Brooks

MANAGING DIRECTOR/SECRETARY:

M. J. Lewis

DIRECTORS: J. Campbell, R. Tranter,

B. Roach.

MANAGER: Ian Branfoot

HON. MEDICAL OFFICER:

Dr. G. W. Williams, MB, BCh, MRCGP

COMMERCIAL MANAGER:

A. J. Moss

REGISTERED OFFICE AND GROUND:

Elm Park, Reading.

Telephone and Telegrams:

507878-9-0 (Reading)

COLOURS:

Shirts: Broad Central White Panel
flanked by wide blue stripes on either
side. Shorts: navy.

PROGRAMME EDITOR:

Colin Gunney

Volume 39, No.6

YOU CAN SCORE WITH US EVERYTIME . . .

ta (printers)

PRINTERS OF THE ROYAL PROGRAMME

*WHY NOT LET US QUOTE FOR ALL YOUR
PRINTING REQUIREMENTS*

*Magazines, Colour Brochures, Carbonless sets a speciality
Continuous Stationery, in fact all your Business and General
Printing Requirements*

**LITHO PRINTING, PLATE MAKING, PHOTOTYPESETTING
and ARTWORK ALL AT COMPETITIVE RATES**

43/45 MILFORD ROAD, READING, BERKS RG1 8LG
Telephone : Reading (0734) 55442.

THE MANAGER

AFTER the extremely good performance at Hull last Saturday, it was difficult to believe the lacklustre showing on Wednesday night. On very few occasions have we lacked 'fire in our bellies' and a will to overcome the opposition, especially here at Elm Park. The result, I have no doubt, has affected confidence, but as we smiled and battled through to promotion last year, so we must roll up our sleeves and fight our way through again.

As so often happens when going through a difficult period, injuries have been prevalent, and two or three players look like being sidelined for a number of weeks. Glenn Hunter, the physio-therapist, is working overtime and the one certain thing is that they are in capable hands, and will be back in the minimum time.

Today we welcome Bolton Wanderers, another club, like Derby County, who have tradition and a history. I am sure they are trying hard to live up to past glories, and return to the big time, but we will also be giving it a go in an effort to baulk their progress. Get behind the players and encourage them, drive us on to a victory and a good performance.



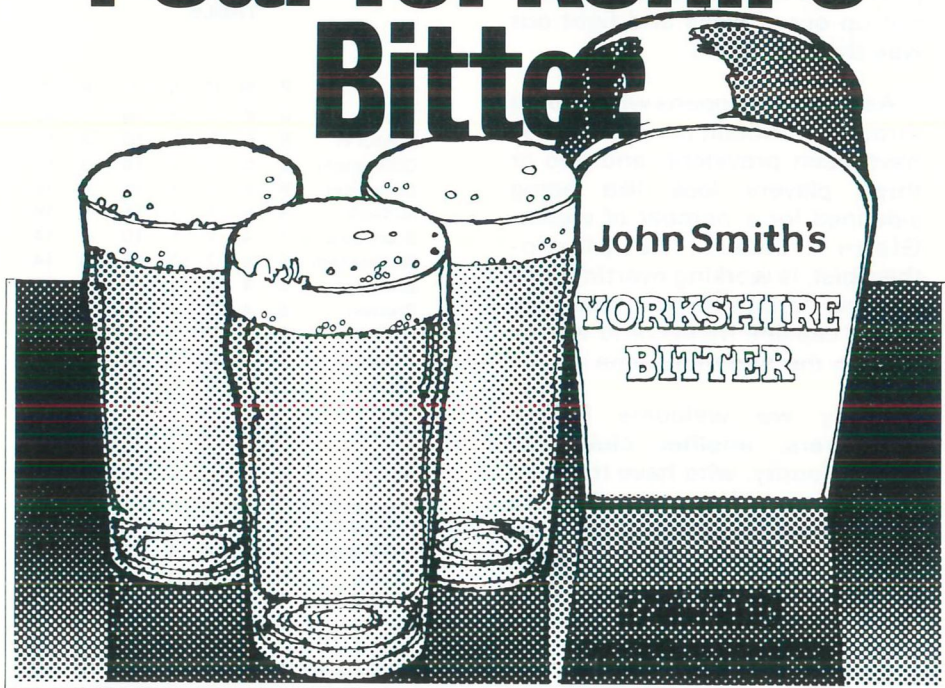
● Ian Branfoot

CANON LEAGUE – DIVISION THREE TABLE

	P	W	D	L	F	A	Pts
York	8	6	2	0	16	7	20
Bristol R	8	6	1	1	10	2	19
Gillingham	8	5	2	1	16	8	17
Doncaster	8	5	1	2	15	8	16
Millwall	8	5	1	2	15	9	16
Brentford	7	4	2	1	10	4	14
Rotherham	8	4	2	2	11	8	14
Bradford	8	4	1	3	8	6	13
Preston	8	4	0	4	13	15	12
Derby	8	3	2	3	10	10	11
Bristol C	8	3	2	3	11	12	11
Hull	8	2	4	2	7	5	10
Burnley	8	2	4	2	10	9	10
Walsall	8	2	3	3	12	14	9
Orient	8	3	0	5	8	13	9
Wigan	8	3	0	5	5	11	9
Bournemouth	8	2	2	4	7	10	8
Plymouth	8	1	5	2	16	20	8
READING	8	2	2	4	5	10	8
Bolton	8	2	1	5	14	14	7
Swansea	8	2	1	5	8	15	7
Newport	7	1	3	3	5	9	6
Lincoln	7	0	3	4	5	10	3
Cambridge	7	1	0	6	6	16	3

(up to and inc. Wed. Oct. 3)

**Now you don't
have to
go to Yorkshire
to enjoy
real Yorkshire
Bitter**



STATISTICS

OUR LEADING GOALSCORERS

	League	Milk Cup	TOTAL
Trevor Senior	2	1	3
Ken Price	0	1	1
Dean Horrix	2	0	2
David Crown	0	2	2
Stuart Beavon	1	0	1
TOTAL	5	4	9

Small figures denote goals scored. s = substituted

Date	Opponents	Ground	Result F-A	Attendance	Judge	Williams	Richardson	Price	Hicks	Wood	Duncan	Horrix	Senior	Sanchez	Crown	Beavon	Christie	Gilks	Westwood	White					League Position
1984																									
Aug 25	Rotherham Utd	H	1-0	3773	1	2	3	4	5	6	7	8 ^s	9 ¹	10	11	12									
Sept 1	Plymouth Argyle	A	2-1	5509	1				5	6	7	8 ^s	9 ¹	10	11	12				3					2
Sept 8	Doncaster Rovers	H	1-4	3801		2	3		5	6	7	8 ^s	9 ¹	10 ^s	11	12									8
Sept 15	Bristol Rovers	A	0-1	5197		2	3		5	6	7 ^s	8	9	10	11					12					11
Sept 18	Walsall	A	1-3	4647		2	3	10 ^s	5	6	7	8	9		11	12				1	12				15
Sept 22	Derby County	H	0-0	5423		2	3	7 ^s	5	6	8	9	10	11	12					1	5				15
Sept 29	Hull City	A	0-0	7353		2	3		5	6	12	8	9	10	11	12				1	7				15
Oct 3	Wigan	H	0-1	3069		2	3		5	6	12	8	9	10	11	12				1	7				19
Oct 6	Bolton	H																							
Oct 13	Preston North End	A																							
Oct 20	Burnley	H																							
Oct 23	Gillingham	A																							
Oct 27	Lincoln City	A																							
Nov 3	Bournemouth	H																							
Nov 7	Orient	H																							
Nov 10	Swansea City	A																							
Nov 24	Cambridge United	H																							
Dec 1	York City	A																							
Dec 15	Bradford City	H																							
Dec 22	Bristol City	H																							
Dec 26	Newport County	A																							
Dec 29	Brentford	A																							
1985																									
Jan 1	Millwall	H																							
Jan 5	Rotherham (F.A.3)	A																							
Jan 12	Plymouth Argyle	H																							
Jan 19	Doncaster Rovers	A																							
Jan 26	Bristol Rovers (F.A.4)	H																							
Feb 2	Hull City	H																							
Feb 9	Derby County	A																							
Feb 12	Wigan	A																							
Feb 16	Walsall (F.A.5)	H																							
Feb 23	Bournemouth	A																							
Mar 2	Lincoln City	H																							
Mar 6	Gillingham	H																							
Mar 9	Burnley (F.A.6)	A																							
Mar 16	Preston North End	H																							
Mar 23	Bolton Wanderers	A																							
Mar 30	Orient	A																							
Apr 6	Newport County	H																							
Apr 9	Millwall	A																							
Apr 13	Swansea City	H																							
Apr 20	Cambridge United	A																							
Apr 27	York City	H																							
May 4	Bradford City	A																							
May 6	Brentford	H																							
May 11	Bristol City	A																							
May 18	Cup Final																								
MILK CUP																									
Aug 29	Millwall (Rd 1, 1st leg)	H	1-1	3771	1	2	3	4 ¹	5	6	7	8	9	10	11	12				3					
Sept 4	Millwall (Rd 1, 2nd leg)	A	3-4	3590	1	2	3	5	6	7	8	9 ¹	10	11	12	4	10	12							
F.A. CUP																									
Nov 17	1st Round																								



J M JONES & SONS LIMITED

Building Contractors

Maidenhead 33144

ROBERT DARVALL LTD.



Office — Factory
— Machinery
Removals & Storage
Member of British
Association
of Removers



READING 864422

(STD CODE 0734)

Acre Road, Off Basingstoke Road, Reading, Berks



VISITORS...1

CLUB WITH LONG AND GLORIOUS TRADITION

FOR THE second time in three home games, we play hosts to a side paying its first ever League visit to Reading (see Memory Lane). Today it is the turn of Bolton Wanderers to make their Elm Park debut, in what is only their fourth ever season outside the top two divisions.

Bolton are a club with a long and glorious tradition. They were founder members of the League back in 1888, won the FA Cup four times and were finalists on three further occasions, and have won promotion to Division One six times, twice as Champions. It was not until 1971 that they dropped into Division Three for the first time, but they bounced back quickly and attained Division One again by 1978. However, their spell at the top only lasted two seasons, and they plummeted further into the Third in 1983.

The Trotters maintained a healthy placing just above mid-table throughout last term, without ever looking poised to go up. They finished 10th, setting a new club record with 64 points. The highlight of their season though was the discovery of local former electrician Tony Caldwell, who grabbed 22 goals in his first year in professional soccer.

Caldwell first hit the headlines last September, as Bolton thrashed Walsall 8-1. His five goals in that game equalled the Division Three individual scoring record, and made him one of the most feared strikers in



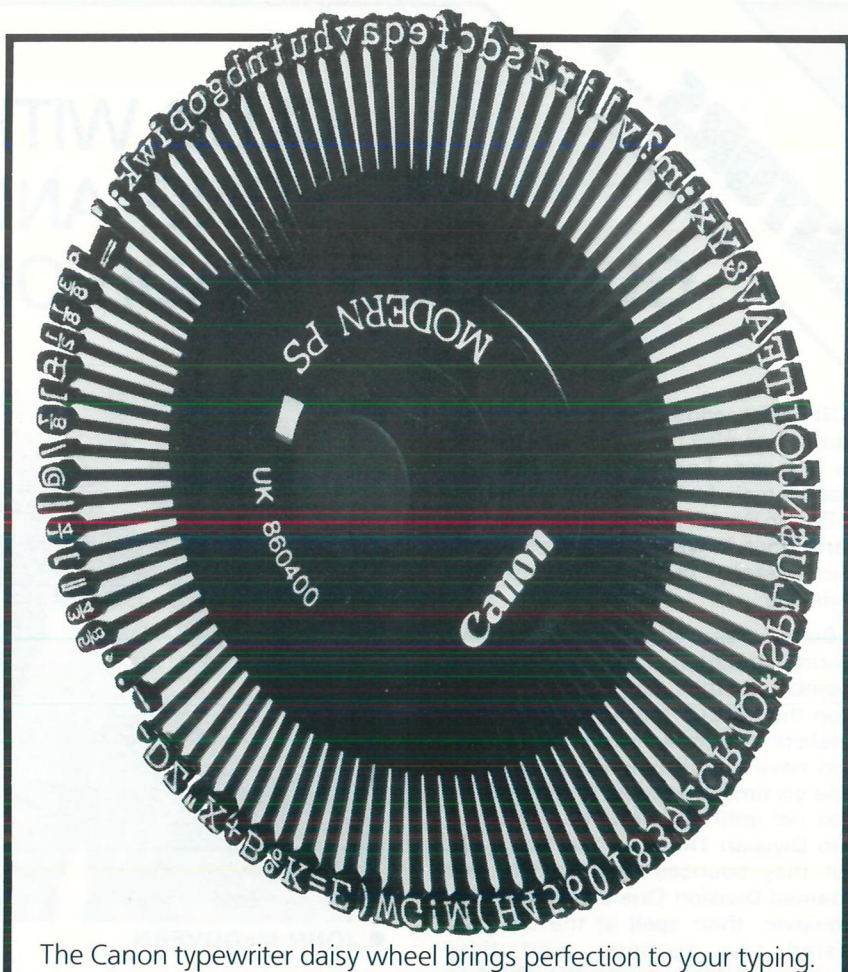
● JOHN MCGOVERN

the lower leagues. Only two lengthy mid-season spells out of the first team prevented him from making his final tally still more impressive.

Wanderers are managed by John McGovern, the former Derby and Nottingham Forest midfielder star. He took over at Burnden Park in July 1982, and has played a few times in the first team. However, he now concentrates exclusively on the managerial side.

Centre-half Gerry McElhinney won five caps last season for Northern Ireland, whilst striker Jeff Chandler, who got 17 goals last term, is an Eire international.

● Continued on page 9



The Canon typewriter daisy wheel brings perfection to your typing.

The magic striker.



Canon
Electronic Typewriters
We'll help you look good on paper.

MANUFACTURERS OF COPIERS, CAMERAS, ELECTRONIC TYPEWRITERS, CALCULATORS, COMPUTERS, FACSIMILE AND MICROFILM EQUIPMENT

VISITORS....2

● **BOLTON WANDERERS F.C.** — (Back row, left to right): Peter Valentine, Jimmy Phillips, Mark Came, Gerry McElhinney, Neil Berry, Paul Booth, George Oghani. (Centre, left to right): Walter Joyce (Coach), Brian Borrows, Steve Thompson, Tony Caldwell, Simon Farnworth, John Platt, Ray Deakin, Paul Lodge, Warren Joyce, Peter Nightingale (Physio). (Front, left to right): Wayne Foster, Charles Wright (1st team coach), Jeff Chandler, Simon Rudge, Steve Saunders, John McGovern (Manager), Graham Bell.



● Continued from page 7

Bolton made a poor start to the new League campaign, losing at home to Bristol Rovers on the opening day and then picking up just one point from their first five games. However, they put all that behind them at home to Plymouth a fortnight ago. The Trotters ran out easy 7-2 winners, with Caldwell getting a hat-trick and Chandler two more.

A name rapidly becoming known outside of Burnden Park is that of George Oghani, who before the new term began had only appeared three times for Wanderers. However, this season the locally-born striker has become his club's top marksman with six from his first nine matches.

Bolton's Milk Cup form so far belies their poor start in the League. They

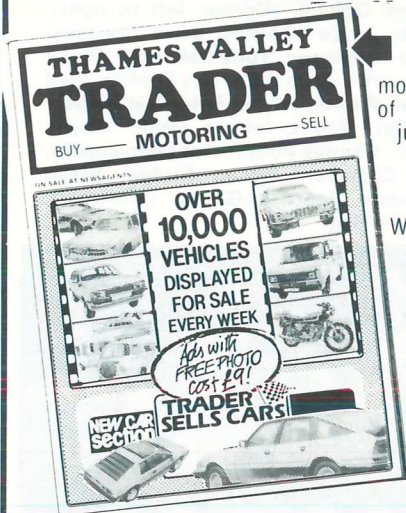
knocked out local rivals Oldham 6-on aggregate, and were paired with another Second Division outfit, Shrewsbury, in round two. In the first, away leg, they fell 0-2 behind by half-time, but Chandler and Oghani put them level, and they will be looking to finish the job in the return this coming week.

SIMON FARNWORTH (goalkeeper): After a promising and patient apprenticeship, Simon made the most of his break into the Bolton first team last season and missed only ten games.

JOHN PLATT (goalkeeper): Injuries robbed the former Oldham goalkeeper of a chance of a regular place last season but John, who joined Bolton on a free transfer from Bury in the summer of 1983, brought valuable experience to the side towards the end of last season.

● Continued on page 11

Looking to buy or sell? Then don't miss....



THAMES VALLEY TRADER Motoring Magazine the most comprehensive range of vehicles in the south for just 35p every week in Newsagents.

FINDER Magazine - Warning - once you've bought one you'll be hooked! Hundreds of properties for sale thousands of private sale bargains for home, garden, sports & leisure, and all for just 30p every week in newsagents.



Whatever you want to buy or sell don't miss your biggest and best local weekly market place - for anything!



The Rockfort Group

31 Cross Street
Reading
RG1 1ST
Telephone: 587777

15 Hays Mews
London
W1X 7RR
Telephone: 01-629 0658

VISITORS... 3

● Continued from page 9

BRIAN BORROWS (defender): Player of the Year last season, the cultured former Everton full-back made a terrific impression in the Third Division. Can also play in midfield.

RAY DEAKIN (defender): The Bolton skipper showed great determination in regaining his place after losing his form in the middle of last season. The former Everton and Port Vale defender made 47 appearances.

GERRY McELHINNEY (defender): Gerry emerged as a regular member of the Northern Ireland international side last season. The former Gaelic footballer and Mid-Ulster boxing champion, joined Wanderers for £25,000 from Distillery in 1980.

PETER VALENTINE (defender): The former Huddersfield Town defender missed only four games last season and rightly earned the label of "Mr. Consistency" at the heart of the Wanderers defence.

NEIL BERRY (defender): The former Scottish Youth International enjoyed only limited appearances last season but his versatility makes him a valued member of the Bolton squad.

JIMMY PHILLIPS (defender): The Bolton youngster has made great strides in his bid for first team recognition and deserved the chance of his first full appearance against Bristol Rovers on the opening day of the season.

MARK CAME (defender): The hard-tackling central defender gave up a 9 to 5 job to move into the professional game when he joined Wanderers from non-League Winsford United at the end of last season.

WARREN JOYCE (midfield): Missed only one game in the Bolton midfield last season, the young all-round sportsman has played County Cricket at Colts level and is a Rugby Union Schoolboy tourist.

GRAHAM BELL (midfield): John McGovern turned to the former Oldham and Preston man when he was looking for a touch of experience to add to his midfield last season. Signed on a free transfer from Carlisle United and enjoyed an unbroken 19-match run.

STEVE THOMPSON (midfield): The man Wanderers rely on to operate on the right hand side of midfield, the youngster, son of an ex-League player, played 45 games in Bolton colours last season.

PAUL LODGE (midfield): Signed from Preston on a free transfer in the summer, Lodge is another ex-Everton recruit to join the Wanderers' squad.

JEFF CHANDLER (forward): Jeff enjoyed his most successful season scoring 17 goals and being Bolton's only ever-present last season. A Republic of Ireland international, the former Blackpool player cost Bolton £40,000 when he signed from Leeds in October 1981.

TONY CALDWELL (forward): Set the Third Division alight when he scored a Club record five goals in Bolton's 8-1 win over Walsall in September last season, while on part-time forms and still an electrician. The recruit from non-League earned a full-time contract and ended the season top scorer with 22 goals from 37 appearances.

GEORGE OGHANI (forward): Another signing from non-League, George switched from the wing to central striker to earn himself a second chance after John McGovern had tried to sell him back to non-League in the summer.

WAYNE FOSTER (forward): Fast and hard-running, the former England Youth player has made more than 80 appearances in Bolton's League side.

SIMON RUDGE (forward): A diminutive striker with a lot of skill and an eye for goal, Simon scored nine goals in 38 games last term.

STEVE SAUNDERS (forward): Two operations kept Steve on the sidelines for the most part of last season but he is expected to make an impact this time round. An exciting young player of whom Wanderers have high hopes.

FOR MENSWEAR OF QUALITY
WITH A GOOD SELECTION,
IT HAS TO BE



Stockists of such famous names as

VAN HEUSEN

Shirts and leisurewear

FARAH AND LACOSTE CASUALS

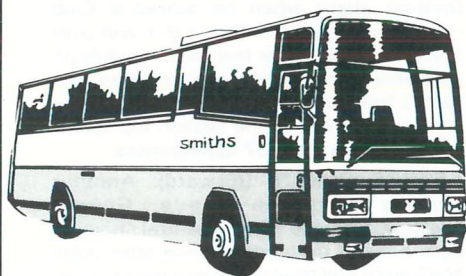
**MR HARRY, JAEGER
and ODERMARK**

Suits and jackets

**KING STREET, READING
LONDON STREET, BASINGSTOKE
CHINEHAM SHOPPING CENTRE**



*"You'd almost forgotten
biscuits could taste
this good."*



Travel with Smiths
as the Royals and their supporters do.

- ★ Large fleet of more than 40 coaches.
- ★ All sizes from 29 to 53 seats
- ★ Executive coach hire
- ★ Long and short term works/office/school contracts
- ★ More than 60 years experience in coach travel

Ring Reading 51241 for an immediate quotation.
Smiths Coaches Queen's Road, Reading RG1 4AY.

TYRES & BATTERIES

**ALL LEADING MAKES AT
LOWEST POSSIBLE PRICES!**

**Support the Company that
supports your team!**

**Motor
Way**

**198, BASINGSTOKE ROAD
Tel: READING 87179 & 871710
137, CARDIFF ROAD
Tel: READING 590054 & 597704
also at**

**Newbury. Tel. 44353
Henley. Tel. 576397
Bracknell. Tel. 56262**

MEMORY LANE

By ALAN
SEDUNARY

IT IS unlikely that anyone present this afternoon has ever seen Reading and Bolton play each other, mainly because the two sides have not met for over 80 years. Our only previous meetings came at the turn of the century in the F.A. Cup so, for the second time in a fortnight, we are playing a club for the first time in the League.

Our first game against Bolton was early in 1901 in the second round of the Cup. Bolton were a First Division side but Reading as a Southern League club had to fight their way through the qualifying rounds then beat Bristol Rovers 2-0 in the first round proper.

We were very much the underdogs for the game at Burnden Park but amazingly our team of amateurs and part time professionals won by the only goal of the game. That goal was scored by our tough forward A. Sharp who beat two defenders before putting the ball and the goalie "just for safety" in the net. The referee, a little surprisingly allowed the goal to stand but, rather like Nat Lofthouse's famous goal against Manchester United in the 1958 Cup Final, if any player tries the same tactic this afternoon he will probably only be rewarded with a booking!

That victory was our first ever win over a First Division club but in the next round we were knocked out by

another Southern League side, Tottenham, after a replay. That was no disgrace as Spurs went on to win the Cup and so became the last non-League side to win the Cup.

No record exists of the full teams but Bolton had Sutcliffe in goal, plus Somerville and Freebairn while Reading's team included Cotton in goal, Clinch, Barnes, player manager Jimmy Sharpe, Johnny Holt - the first Reading player to be capped for England and "Big" Watts at centre half.

Three years later Bolton had their chance of revenge when the draw made them travel to Elm Park in the First Round (equivalent to today's third round). The game ended in a 1-1 draw, watched by a "moderate" attendance of 8,765 so the sides had to return to Bolton for the replay. Wanderers had dropped back into Division Two by this meeting but found it tough going against our non-League side and by the end of 90 minutes the score was 2-2, both of our goals coming from centre forward Freddie Bevan, a player regarded as one of the best outside the League. Extra time was played in fast fading light and when Bolton's Archie Freebairn hit the winner, our goalie, Tom Naisby, lost sight of the long shot in the gloom.

Again the side that knocked us out of the Cup reached the Final but Bolton were less fortunate than Spurs, losing 1-0 to Manchester City at Crystal Palace.

If Bolton have not had any direct effect on our League results before today they can claim to have had a substantial indirect effect by producing three of our managers. First was Joe Smith who managed us from 1931 to 1935 when he joined Blackpool where he stayed for 23 years to become one of the game's most successful managers. He was succeeded by Billy Butler, a player he had signed from Bolton. Both Joe

● Continued on page 25

GUEST SPOT

JUST FOR

THE article in the Evening Post stated "Become a guest Director for the day". It was also my birthday and before I could say (Hull City) it was arranged. A quick visit to see Mike Lewis, the Reading M.D., an introduction to Ian Branfoot, pay for the privilege and my birthday treat was organised.

The coach left Elm Park at 4.00pm and immediately Jim Brooks and Roy Tranter, two of the Club Directors made themselves known, and with Mike Lewis we all settled down for the trip to Scunthorpe, where we were staying the night before completing the short journey to Hull and the game on Saturday.

The Directors made me most welcome, Christian names were the order of the day and they explained to me some of the problems that occurred in running a professional football club. Should the team stay overnight, can the club afford it, will the result justify the extra expenditure?

Having travelled for some four hours

we approached the outskirts of Doncaster. Mike Lewis explained that we would now have something to eat. My thoughts went to prawn cocktails and steak, but alas no, this was not to be. This is a Third Division football team and as we slowed down and stopped outside "Carol's Takeaway" I suddenly realised that keeping the cost down was part of a manager's job.

As we left the coach one of the younger players noticed the young lady who was about to serve him. "Cor, look at that. I know it's a Friday night but can I speak to her, Boss?" Ian Branfoot said very little, smiled and joined us as we all queued up for our pie, chips and mushy peas.

We arrived at the Royal Hotel in Scunthorpe where we were staying the night just after 9.15pm. It was not long before all the players had made their way upstairs, leaving just the directors and manager to enjoy the hospitality of what was a very pleasant hotel. After breakfast in the morning and with all the officials and players now changed

FOR ALL YOUR

FLUID POWER REQUIREMENTS

Mecman Pneumatics 

Cylinders Filter regulator lubricators
Valves Fittings and accessories
Logic elements

Mecman Hydraulics 

Cylinders Directional valves
Industrial shock absorbers Pressure control valves
Motors Flow control valves
Pumps Check valves

Mecman Engineering 

Control systems Electronics
Programmable controllers



Mecman

supports the 'Royals'

— a Regal partnership!

Independent access to trade counter and loading bay, with adequate free parking are just part of Mecman's improved service

The Mecman Group 

Mecman House, Suttons Park Avenue
Reading, Berkshire RG6 1AZ
Telephone Reading (0734) 664456 Telex 848410
Facsimile (Direct) 0734 665828

A DAY

into smart slacks and blazers, we prepared to leave for the short trip to Hull City Football Club. I joined the players and directors as we walked onto the pitch. I now really felt part of the team. I was then taken into the board room of Hull City, introduced to their chairman and his fellow directors. It was explained to them who I was, and I was certainly made to feel most welcome.

Three o'clock came, Ian Branfoot could do no more, now it was up to the players. I studied the faces of the directors, as first Reading and then Hull attacked in what was a very fast first half. I wondered what made men want to be directors of a football club. As the final whistle blew there was some disappointment, and although victory had not come our way it was still a good point and I am sure that not too many teams will win at Hull.

Just before 6pm we began the return journey, again stopping at Carol's Takeaway. Roger Smee, the club chairman, had now joined us for the trip

home, together with director John Campbell, and it was indeed surprising to see the Chairman of Reading FC sat in the middle of his players eating pie and chips. I had to remind myself that this was not the glamour of First Division, but the survival of a team from my home town.

We arrived in Reading just after 10.30pm, and as we said our goodbyes I wondered what everybody thought about having a stranger in their midst.

We had, in fact, been away from Elm Park for some 31 hours. Eleven of these hours had been in a coach, we had had one full meal, a breakfast on Saturday morning, and had eaten twice in the coach.

For me it's back to C Stand. Who's that? Oh, that's Roy, Mike and Jim. Sorry, Mr Tranter, Mr Lewis and Mr Brooks. They're directors of the club. Did I know them? Yes, just for a day.

● PETER CLARKE

R. A. Ward

CARPETS

Fitted Carpet Specialist

397, OXFORD ROAD,
READING.
TEL: 55091

CARPETS FROM
£1.99 sq. yard

REMnants
AT ½ PRICE

Our business depends on good teamwork and management.

The typesetting department produces made-up pages for major publishers and printers of hard-back and paperback books, from Egon Ronay Guides to novels and children's book, brochures, legal documents, price lists and timetables.

Printing department handles all classes of work from four-colour right through to business cards. **Teamwork and management has put us in the top division.** We are hoping the same will be true for Reading Football Club.



JH Graphics Limited

Typesetters · Designers · Artists · Printers

51 Milford Road, Reading. Tel. 596433

**THE TRAVEL
EXPERTS**



Kendall Travel

**FOR PERSONAL SERVICE
CONSULT US FIRST**

**51 Minster Street, Reading.
Telephone: Reading 594567.**

*Supporters of
Reading Football Club
for many years*

GOSS & Co

Registered Insurance Brokers

**58 King's Road, Reading.
Telephone: Reading 584146**

**Distributors of all leading
brands of paints and
wallcoverings**

**GENERAL
DECORATING
SUPPLIES LTD**

**7/9 Boulton Road, Reading
Telephone: 875266**

**FOR ALL YOUR
FOOTBALL
AND SPORTING
EQUIPMENT**

*(DISCOUNT GIVEN TO LOCAL
SOCCER CLUBS)*

**Nigel Cross Sports Ltd.,
10, Meadway Precinct,
Tilehurst.
Tel: 581722.**

**FOR
STAMPS COINS CARDS
ETC.**

**AND ALL ACCESSORIES
GO TO**

**"KOLEKTA KORNAH"
35 CASTLE STREET
READING**

FLASHBACK

SEASON 1952-53

Reading's new manager, Jack Smith (right), is welcomed to Elm

Park by chairman Bill Lee and Ted Drake, whom he replaced.



FACE IN THE CROWD

WIN TWO FREE TICKETS

A face is circled in the picture below. If the face circled is you then you have won two free tickets to watch the Royals in the very next home match.

To claim your two free tickets just take *The Royal* to the Commercial

Department in the Supporters Club Office after today's match.

Don't forget — it could be your face in the crowd. Buy *The Royal* every home game, check the photograph and you never know, you could be the lucky winner of two free tickets.



Scotchbrooks

Commercial & Residential Estate Agents

Surveyors and Professional Division:

29 Friar Street, Reading. Tel: 585188

Commercial:

29 Friar Street, Reading. Tel: 585181

Scotchbrooks Mortgage Service:

29 Friar Street, Reading. Tel: 585181

Residential and New Homes:

Reading: 29 Friar Street. Tel: 585181

Tilehurst: 7 The Triangle. Tel: 22128

Caversham: 42 Church Street.

Tel: 478278

Woodley: 38 Headley Road.

Tel: 695767

Sonning Common: 64 Wood Lane.

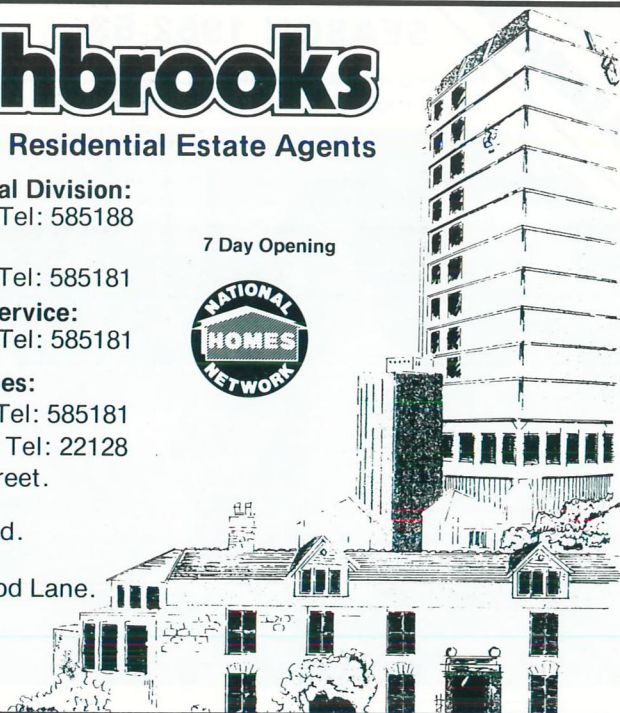
Tel: 723737

Newbury:

21 Bartholomew Street.

Tel: 33633

7 Day Opening



Penta Group

wish The Royals

success in 1984/85

**MATCH
OFFICIAL**

Referee:
KEITH MILLER
(Harlow)

Salesman in aircraft engineering industry. Married with two sons (both referees). Commenced refereeing in 1966 progressing via Essex Senior League and Football Combination. Interested in road running, having completed several half and full marathon races. Represented Suffolk and the Royal Navy at athletics. Collects cricket memorabilia and enjoys gardening and D.I.Y. Refereed 1984 Varsity match and lined in the U.E.F.A. Nations' Cup semi-final in same year.

**BALL
DONOR**

**ARTHUR J. CHIVERS
(NEWBURY) LTD.**

Arthur J. Chivers (Newbury) Ltd, is a family company specializing in Building Contracting in the Newbury and Reading areas. Established for over 100 years the company celebrated its centenary in 1977.

We are builders of high repute employing local craftsmen many of whom are former apprentices. Contracts recently completed include, Gilbert Court Old Peoples Home, the New Health Centre, The New Library and Walnut Tree Close Old Peoples Home and Day Centre at Thatcham for the Royal County of Berkshire.

All enquiries for building works are very welcome and will receive personal attention.

The Company, also in keeping with old established family business, runs a separate department for Funerals.

**UP AND
COMING**

Reading (Elm Park)
Thursday, 11th October, 1984
Junior Floodlit Cup
**QUEENS PARK
RANGERS**
at 7.30pm

Reading (Elm Park)
Friday, 12th October, 1984
English Schools U.15
HAVANT
at 7.15pm



*Reading Schools
Football Association*

ENGLISH SCHOOLS F.A.
GILLETTE TROPHY
ROUND 2

READING
UNDER 15's

V

HAVANT
UNDER 15's

at **ELM PARK**
(by kind permission of the Directors)
FRIDAY, 12th OCTOBER, 1984
Kick off 7.15 p.m.

ADMISSION TO 'D' STAND ONLY 80p
ADMISSION TO TERRACE 50p (TILEHURST END ONLY)

PATRON: PORSCHE CARS GREAT BRITAIN LTD.

HOW TO GET THERE

HERE'S HOW THE AA SUGGEST YOU TRAVEL TO PRESTON N.E.F.C.

READING

Follow signs Caversham A4155.

1.1 CAVERSHAM. At traffic signals turn left A4074 (signposted Oxford) 11.6 CROWMARSH GIFFORD. Turn left A4223. 12.9. OXFORD. Follow signs The North then Banbury A423. 22.7 BANBURY. Follow signs Warwick A41. 17.5. JUNCTION FOR WARWICK. At roundabout take 1st exit (signposted Birmingham). In 2 miles at roundabout take 3rd exit. 2 miles farther branch left and at roundabout take 1st exit. In 4.1 miles at roundabout forward. 7 miles farther at roundabout take 3rd exit to join Motorway M42 (signposted Coventry). 21.2 JUNCTION 4. Branch left (signposted The North West) to join M6. 25.4 JUNCTION 12 (GAILEY JUNCTION) 87.3 JUNCTION 31. Leave Motorway and at roundabout take 1st exit signs Preston A59. In 1 mile at roundabout take 2nd exit into Blackpool Road (signposted Blackpool). 1.2 miles farther turn left A6063. 2.3 PRESTON N.E.F.C. (ON LEFT).

S.E. COUNTIES FIXTURES

25 Aug. Wimbledon v Reading	L 1-2
1 Sep. Reading v Southend	D 0-0
8 Sep. Swindon v Reading	W 2-1
15 Sep. Reading v Tottenham	D 2-2
22 Sep. West Ham v Reading	L 0-3
29 Sep. League Cup Rd. Luton v Reading ..	L 1-4
6 Oct. Reading v Brentford	
13 Oct. Brighton v Reading	
20 Oct. Bristol R v Reading	
27 Oct. Crystal P. v Reading	
3 Nov. —	
10 Nov. League Cup 2nd Rd	
17 Nov. Reading v Luton	
24 Nov. Oxford v Reading	
1 Dec. —	
8 Dec. Reading v Wimbledon	
15 Dec. —	
22 Dec. Reading v Swindon	
29 Dec. —	
5 Jan. Reading v West Ham	
12 Jan. Brentford v Reading	
19 Jan. Reading v Brighton	
26 Jan. Reading v Bristol R	
2 Feb. Reading v Crystal P	
9 Feb. —	
16 Feb. Luton v Reading	
23 Feb. Reading v Oxford	
2 Mar. —	
9 Mar. —	
16 Mar. Tottenham v Reading	
23 Mar. Southend v Reading	



OUR REPUTATION
is built on first class workmanship.

WALDEN

Building Contractors, Decorating, Joinery, Plant Hire.

D.I.Y.

HENLEY-ON-THAMES RG9 2AE
TEL: HENLEY 572555

YOUNG ROYALS

FA YOUTH CUP VICTORY

THE Young Royals had a comfortable 3-1 win over Hounslow in the first preliminary round of the FA Youth Cup.

The Royals were always the better side with goals coming from Roberts (2) and Dean Foster.

The team was: Bassett, Ferguson, Hargraves, Tune, Staker, Foster, Findlay, Jones, Messit, Roberts, Lane; substitute Ashton (not used).

However in the League the youngsters have lost two successive games.

Away against West Ham they were well beaten 3-0.

Team: Bassett, Norville, Withers, Jones, Darcy, Partridge, Holt, Messit, Stokes, Sillett, Ashton; subs. Preston (for Sillett), Beales (for Partridge).

In the Junior League Cup under-17 competition Luton ran out 4-1 winners but the game was closer than the score suggests.

Luton took an interval lead but Leroy Messit equalised. However in a 15 minute spell the Royals were caught napping and conceded three goals — the first despite an apparently blatant handball.

Team: Bassett, Beales, Ashton, Norville, Partridge, Shine, Holt, Jones, Messit, Stokes, Preston, subs. Sillett (for Holt) and Darcy (for Beales).

FIXTURES

FOOTBALL COMBINATION - 1984/85

Date	Opponent	Ground	Result
1984			
Aug. 25	Ipswich Town	A	P
Aug. 29	Chelsea	H	W 3-1
Sept. 8	Bristol Rovers	A	W 2-0
Sept. 12	Charlton Athletic	H	L 2-5
Sept. 15	Watford	H	L 1-4
Sept. 22	Tottenham Hotspur	A	L 2-3
Sept. 26	Brighton & Hove Albion	H	L 0-1
Sept. 29	Oxford United	H	A
Oct. 3	Oxford United	A	A
Oct. 13	Arsenal	A	A
Oct. 17	Luton Town	H	A
Oct. 23	Swindon Town	A	A
Oct. 31	Millwall	H	A
Nov. 3	West Ham United	A	A
Nov. 10	Portsmouth	H	A
Nov. 14	Swindon Town	H	A
Nov. 17	Southampton	A	A
Nov. 21	Swansea City	H	A
Nov. 27	Fulham	A	A
Dec. 1	Queens Park Rangers	A	A
Dec. 5	Crystal Palace	H	A
Dec. 11	Birmingham City	A	A
Dec. 19	Norwich City	H	A
1985			
Jan. 8	Chelsea	A	A
Jan. 16	Ipswich Town	H	A
Jan. 19	Bristol Rovers	H	A
Jan. 22	Charlton Athletic	A	A
Feb. 2	Watford	A	A
Feb. 6	Tottenham Hotspur	H	A
Feb. 12	Brighton & Hove A.	A	A
Feb. 20	West Ham Utd.	H	A
Feb. 26	Portsmouth	A	A
Mar. 9	Luton Town	A	A
Mar. 13	Arsenal	H	A
Mar. 20	Millwall	A	A
Mar. 26	Crystal Palace	A	A
Mar. 30	Fulham	H	A
Apr. 13	Swansea City	A	A
Apr. 17	Queens Park Rangers	H	A
Apr. 24	Southampton	H	A
Apr. 27	Norwich City	A	A
May 8	Birmingham City	H	A

READING have been drawn at home to Staines in the next round of the FA Youth Cup on a date to be arranged.

READING TOYOTA CENTRE

**When you drive to work
like Win Percy, you want a
car you can count on.**

After eleven gruelling rounds, Win Percy has won the Tricentrol RAC British Saloon Car Championship.

But not only has he put his Toyota Corolla in first place—they have won their class in every race of the season, scoring extra points each and every time by recording the fastest lap.

And Toyota are proving their superiority and reliability in other competitions.

Celicas were 1st and 2nd in New Zealand's Motogard International Rally, and Toyota-powered cars came 1st and 2nd in the Marlboro British Formula 3 Championship.

Just what you'd expect from Japan's Number One car manufacturer.

Reading Toyota Centre can supply all the parts required to increase the "Sportiness" of your Toyota.

Find out for yourself what it feels like to be behind the wheel of a Toyota. Arrange for a test drive through your Toyota dealer.



TOYOTA

WHO COULD ASK FOR ANYTHING MORE?

**WHITLEY WOOD GARAGE, BASINGSTOKE ROAD, READING.
Tel: 871278**

**THE GRUNDON GROUP —
top of the league when it comes to
waste disposal**



Our service includes Domestic, Commercial, Industrial, Liquid, Toxic and Solid Waste disposal.

Security document shredding. Plant sales, Mini Tipper Hire, Sand and Gravel supplies.

GRUNDON

**47 Gosbrook Road, Reading, Berks. Tel: 475075. Head Office:
Goulds Grove, Ewelme, Oxford. Tel: Wallingford 39212. Depots also
at Banbury and Colnbrook.**

FANFARE

by SIMON EEDLE

A WARM welcome to the supporters of Bolton this afternoon, for this their first visit in the League to Elm Park.

The Royals next match is away at Preston and the Supporters Club will be running coaches. To book up see Colin Evans in the Tilehurst End Blue Streaks shop before or immediately after the game, or thereafter in the Social Club bar. For those of you wishing to travel by train the following times are recommended:-

09.41 Reading	23.02
Birmingham New St. ..	20.59
Birmingham New St. ..	19.24
13.47 Preston	17.36

There is still time to enter a team in the Supporters annual football quiz, sponsored again this year by Thames Valley Cleaning Contractors. Any new teams are welcome — you only need five members to form one. All questions will be based on the 1984/85 edition of the Rothmans Football Yearbook. For entry forms and details of the rules, contact Colin Bishop in the Tilehurst End Blue Streaks shop today or any match day, or at home on Burghfield Common 3950.

The Supporters Club's own quiz team kick-off their first match in the home counties quiz league against the London branch of Celtic Supporters Club on Thursday October 11. Other teams in the same division are the London branches of Man. City, Hull City, Everton, Millwall and Arsenal.

HALFTIMES

A	Arsenal v Everton
B	Norwich C v Chelsea
C	Q.P.R. v Luton Town
D	Southampton v Spurs
E	Watford v Coventry
F	West Ham v Leicester C
G	Fulham v Huddersfield
H	Man.City v Oxford Utd
J	Middlesbrough v Charlton
K	Wimbledon v Carlisle
L	Bournemouth v Burnley
M	Brentford v Bradford
N	Bristol R v Derby C
P	Cambridge Utd v Walsall
Q	Gillingham v Millwall
R	Lincoln City v Preston NE
S	Plymouth v Hull City
T	Swansea v Orient
U	Wigan v Newport
V	York v Bristol City

The Reading team have had one match this season already, when they beat Oxford United Supporters' Club after the friendly match at the Manor.

There is a new range of souvenirs in the Blue Streaks shops around the ground, including Royals clocks, key rings, pens, rubbers, tea towels, photos, ashtrays, beer glasses and coffee mugs. Why not pay a visit and start getting those Christmas presents early (well, it is October!). Also there is the usual range of programmes available for the collectors amongst you.

KIT SPONSORS

Sponsor your favourite Royals player.
You can sponsor his shirt for £20, boots for £30,
socks and shorts for £10. Or the whole kit for £50.

Player	Shirt	Shorts/Socks	Boots
Alan JUDGE	Thames Valley Cleaning Contractors Ltd., Alma St., Rdg		
Gary WESTWOOD	Thames Valley Cleaning Contractors Ltd., Alma St., Rdg		
Jerry WILLIAMS	R. H. Parsons, Builders, 24 Erleigh Court Drive, Reading.		
Steve WOOD	———— " ———— Jobs' Dairies ———— " ————		
Martin HICKS	En-Jay Reprographics, Chiswick, London		
Steve RICHARDSON	J.P. Moran & Co., 249 Oxford Road, Reading		
Lawrie SANCHEZ	Mrs B. K. Hewitt, 5 Forest Close, Baughurst		
Mark WHITE	Copper Inn, Pangbourne, Reading. Pangbourne 2244		
Dean HORRIX	———— " ———— Shirley Stewart, Sonning ———— " ————		
Stuart BEAVON	R. H. Parsons, Builders, 24 Erleigh Court Drive, Reading.		
Ken PRICE			
Colin DUNCAN	B. Palmer, 28 Linden Rd, Shinfield		
Trevor SENIOR	H. F. Warner Ltd., Star Works, Knowl Hill, Reading		
Derrick CHRISTIE	Aquatech Marketing Ltd, Unit 1 Hambridge Lane, Newbury		
David CROWN			
Michael GILKS			

Pound A Goal

A special Sponsors Page for supporters who will be sponsoring
The Royals for a pound a goal scored at home during 1984/85 season.

Derek Hedges, 8 Bainhurst Cotts., Littlewick Green, Maidenhead, Berks. SL6 3QZ.	JOHN H. COOK (Home and Away Goals)	GOSS & CO. Registered Insurance Brokers Tel: Reading 584146
HENRY COOPER & SONS 64 London Rd., READING	JEAN & JIM TRINDER of the PLASTERERS ARMS , Rupert Walk, Reading Tel: 61626 extend a warm welcome to all Reading Supporters	SHOWHOST Luxury Exhibition Mobile Hospitality Units Wallingford, Oxon OX10 8BW Tel: (0491) 39582
		ASHMORE GREEN GARAGE LTD for SKODA Ring THATCHAM 65044
PHILIP J. RICHARD 91 Staverton Road, Reading	EN-JAY REPRO-GRAPHICS Chiswick, London Dye Line Printing Xerox Copying Tel: 01-994 6477	BROOKS PLASTERING St. Johns Road, Thatcham Tel. Thatcham 63787

ROYALS ACTION



● STEVE WOOD in action against Derby County.

MEMORY LANE

● Continued from page 13

Smith and Billy Butler had played in all three of Wanderers' FA Cup victories in the twenties. Our third manager to come to us via Bolton was Charlie Hurley who had a season at Burnden Park before becoming the first Reading manager to lead his team to promotion for 50 years.

As well as the above managers we have also signed such players as Bill Baggett in the late twenties and centre half John Hulme in the seventies.

In the last 25 years we have met 23 new clubs in the League and have generally been successful against them on their first visit to Elm Park, only losing on four occasions, the last being our 1-0 defeat by Sheffield Wednesday in 1976-7.



● JOHN HULME

DOUGGIE WEBB

A popular player and club servant for 25 years Dougie Webb was born in Stokenchurch in 1939 and joined us as an amateur straight from school signing as a professional in 1956. Shortly afterwards he did a spell of National Service at R.A.F. Uxbridge and as well as continuing to play for the club he gained several representative honours. During his 12 year playing career at Elm Park he was rarely able to command a regular first team place, yet he made a total of 197 first team appearances scoring 92 goals, a fine goal per game average that made him the club's fourth highest post war goalscorer. In addition he scored a record 106 Reserve goals, being their top scorer on five occasions. In 1966-7 he sustained an Achilles Tendon injury that resulted in several operations and ended his League career at the age of 28. Fortunately he was eventually able to return to non league football, playing for Cheltenham then helping both Dartford and Ramsgate gain promotion before spending two years playing and coaching with Hungerford. Dougie was always an industrious and enthusiastic inside left as a player and when he returned to Elm Park in 1973 he quickly demonstrated that he also had a talent for bringing the best out of young players. As much as anyone he re-established the club's youth programme and in his seven years in charge of the youth



● Dougie Webb

team he developed great respect in this area. In 1979-80 Dougie spent a year as the clubs physio but went back to part-time in charge of the reserves before ending his involvement with the club in July 1982. During the early 1980's the Webb family had a unique link with the club for as well as Dougie, his wife Joan was the club's assistant commercial manager, while son Neil was playing for the first team.

WEST BROMWICH ALBION

WE have met West Brom. eight times in the League, all in Division Two but only have one victory, 5-3 in 1928-9, plus a draw to show for our efforts. We have never avoided defeat at the Hawthorns, twice conceding five goals, but our most significant reverse was in April 1931 as that 3-0 home defeat virtually made sure of our relegation to Division Three South and ensured the Albions' return to the First Division. In the cup competitions things are all square with West Brom. winning 2-0 at home in the 1947-8 FA Cup while we gained a memorable 3-1 win in the League Cup in 1967 when West Brom. came to Elm Park as a First Division side and the previous season's finalist. The most memorable signings from them were skilfull inside forward Jimmy Whitehouse and our manager in the early fifties, Jack Smith.

Racal's greatest asset: Racal people.



The spectacular growth from a two-man consultancy in 1950 to a world leader in electronics today has made Racal one of Britain's greatest success stories. The reason for this success is its people. Racal people must be rather special. The company produces more per employee than any of its major competitors and exports per employee are more than three

times the average of British manufacturing industry. Areas of activity of the Racal Group include data communications, radio communications, marine and energy electronics, defence radar and avionics, and portable and mobile telephones. **Racal — one of Britain's greatest success stories . . . thanks to its greatest asset: Racal People.**

RACAL The Electronics Group
Winners of thirty-one Queen's Awards.

Racal Electronics Plc, Bracknell, Berkshire.

Teams

READING

Colours: Broad central white panel flanked by wide blue stripes on either side. Navy shorts

Gary Westwood	1
Jerry Williams	2
Steve Richardson	3
Stuart Beavon	4
Mark White	5
Steve Wood	6
Colin Duncan	7
Dean Horrix	8
Trevor Senior	9
Ken Price	10
David Crown	11
	12

BOLTON

Colours: Green shirts and socks, white shorts

Simon Farnworth
Brian Borrows
Jimmy Phillips
Warren Joyce
Gerry McElhinney
Peter Valentine
Steve Thompson
Jeff Chandler
George Oghani
Tony Caldwell
Graham Bell

MATCH OFFICIALS

Referee: Mr K.A. MILLER (Harlow)

Linesmen:

Red Flag: Mr K.A. COOPER (Swindon)

Yellow Flag: Mr A.V. STONE (Bristol)

Hofmeister

For great lager— follow the bear

